

A new low tar cigarette. When you want more flavor.

NEW **Marlboro**  
MEDIUM

*A good choice is not just a thoughtful choice,  
but a smart one too. A Marlboro.*

17

17 mg. "tar," 0.9 mg. nicotine  
av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

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